



931 Monroe Drive • Suite 102-281 • Atlanta, GA 30308 • 404-874-7421 • Fax 404-874-0705  
[www.donate.net](http://www.donate.net)

### SPRING 1999

Thank you for taking the time to look into Conscious Change. I hope you are as excited as I am by the opportunity that you hold in your hands. I am certain once you read the enclosed brochure you will agree that together we can build an on-line donation network that is safe and secure and gets the job done.

It is no secret that the internet offers a tremendous opportunity. There are over 56 million people with access to the world wide web, with an average household income of over \$60,000/year, with credit cards and the capability of using a computer. Could you ask for a better group of donors? Are you letting them slip away?

People have many reasons for getting on-line, but ultimately it boils down to this: They have interests in things they cannot find on the local corner. So, they come to you. Whether it is Uncle Herman, who is searching for the latest treatment for his illness, or Cousin Janet who is concerned about the environment, or Mother who is interested in volunteer opportunities, everyone goes to the web for help and information.

And they go to the site, run by the organization, that most closely meets their needs. Once they get there, and they see what they came to see, and learn what they came to learn, they become part of your on-line community. And they would be more than happy to help. If they only knew how.

That is the mission of Conscious Change. We are committed to helping you access the potential donors on the web in a simple, safe and secure environment. Our goal is to give you the tools without the high cost and risk of setting up a system yourself. We realize that all fund-raising is personal. And you have established a personal relationship with your community, you are the perfect one to "ask" for the donation.

You have given them the reason to give, we want to help you give them the secure way to give. People are worried that no one will want to donate on-line, but that is changing.

And that is a conscious change.

Please review the enclosed brochure. If you need any help or want further information, visit our web site at: [www.donate.net](http://www.donate.net) And please feel free to call me with any questions.

I look forward to building community with you,

Sincerely,

Eric N. Miller  
president

(1)

EXHIBIT A

# It's Time for a Conscious Change.

[www.donate.net](http://www.donate.net)



*The Cost Effective,  
On-Line Donation Solution  
with Seamless Integration,  
Complete Security and  
Total Support.*



(2)

## How's Your Reach?

Millions of people are surfing the internet each day. E-commerce has become a convenient, accessible means to get things done. The web has opened another door of opportunity for your organization and it's huge!

## Expand Your Opportunities.

It's time to cultivate donors on your web site and further your mission on-line.

You're already developing an on-line community by sharing information, resources and contacts.

Now you have to "ask" and give your donors a simple, safe, secure environment in which to give.

## Let Us Get You Powered Up.

Our secure network can deliver your newsletters, articles, reports, memberships and donation opportunities instantly to millions of people all over the world. It's time to extend your reach. It's time for a Conscious Change.

## Consider the cost.

Developing your own on-line donations system can cost thousands of dollars, hundreds of hours, and dozens of headaches.

Or, it can take one call.

404 874-7421

# THE ON-LINE DO

## That works!

safe. secure.

Send everyone

Change is Good

Thought about electronic donations but can't justify the expense or maintenance? Think again. Imagine giving donors the ease of credit card donations with a promise of confidence and security. Conscious Change perfected the system for you to take on-line donations. All you have to do is deposit a check each month.

depends on you!

CLICK HERE

The Solution is Simple

Conscious Change is designed to help any 501(c)3 organization generate contributions using the world wide web. Our system lets you take any credit card donation over the net through a link from your site. And, if you've been waiting around for a reason to get your site up and running, this is it!

give generously

CLICK HERE

③

# JATIONS NETWORK

## *Integrated Banners and Appeals Drive Donor Traffic.*

We've designed a complete collection of static and animated banners, graphics and support icons to help make the "ask". When you become a member, we let you strategically integrate your site with as many banners and icons as you need. With a simple click donors are connected to your location, on your secure server. Here you can offer them levels of membership, reports and subscriptions, promotional items like T-shirts, mugs or even your annual banquet tickets.

### **ard GREETINGS**

You can also attract donors using E-Card Greetings and opportunities for Tribute/Honor donations.

These programs are a unique benefit of your Conscious Change membership.



## *Accountability That's Automatic.*

When it comes to full account management, we deliver. The Conscious Change system records everything the moment anyone makes a donation. Whether it's credit card authorization, confirmation, acknowledgment, e-mail receipt or updating the delivery address, we handle it and send it in for you. We're designed to do just that.



need  
help.  
give  
now.



HERE

## *Maximum Flexibility, Total Support.*

Our donations selector is flexible. You can choose to use any of our standard categories or we'll help you customize one to fit your organization's needs.

Joining is Easy! Your organization can be integrated and ready to take donations in just one day. So, let us help you further your mission, on-line and get connected with a Conscious Change membership today.

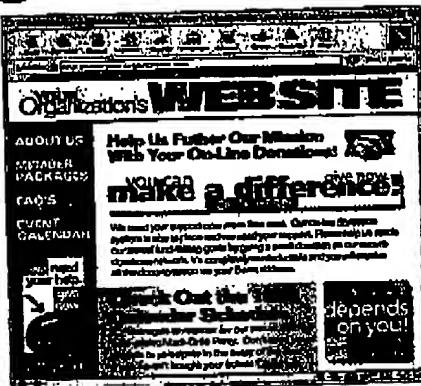


<http://.donate.>

# SECURE DONATIONS

## The Process.

### 1 Organization's Web Site



1.) Our unique collection of static and animated banners and icons are integrated at strategic points throughout your web site. Donors can select any banner or icon to "connect" or "link" to your particular place on the Conscious Change Network. You can also attract donations with E-Card greetings and other special incentive programs as part of your Conscious Change membership.

2.) Our donations selector is flexible. You can choose to use any of the standard categories or we can help you customize one to fit your organization's needs. Donors can browse the categories, make selections and click "submit" to process their donation request. Your organization's logo is featured at the top left of each screen. Donors may return to your site by clicking on your logo.

3.) For more information, donors can "select" an item and be linked to a description page of that item. The item page can feature informational text, photos, graphics, delivery terms, etc. Donors can "add" the item or click "return". Either action returns them to the main selector. And, if your organization needs help creating dynamic item description pages to promote individual items, we can help.

4.) The Conscious Change transaction process is completely secure. Our network protects donors through every step of the transaction process. Donors complete required credit card information and click "submit". Information is then specially encrypted and sent to us electronically. Conscious Change receives each donation request, records it, then processes it for charge amount, authorization and approval.

5.) Once we have processed the request, donors will receive a "donation confirmation". It will have a unique donation ID number, your organization's name, total and tax deductible amounts, transaction date, "thank you for your support" graphic and notice of an E-Mail receipt sent to the address provided. Donors may print this page from any web browser to reference their donation. This confirmation screen will also feature your organization's logo in the upper left.

*It's Time to Power Up Your Site  
with Secure On-Line Donations.*

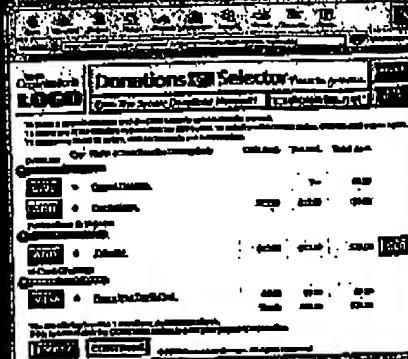


**www.donate.net**

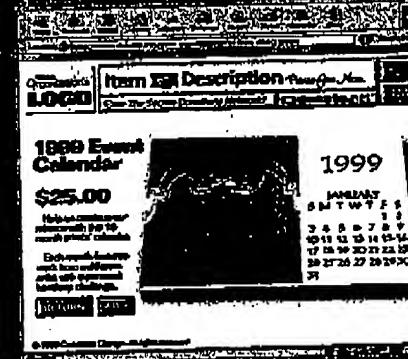
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### 2 Donations Selector Screen

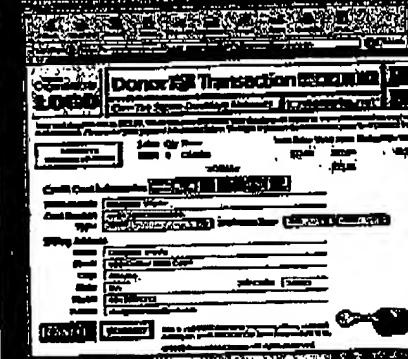
Donations Selector Screen



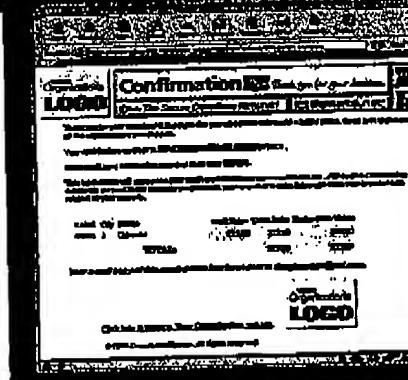
### 3 Item Description Screen



### 4 Donor Transaction Screen



### 5 Confirmation Screen



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